



WORKFORCE DEVELOPMENT EFFORTS WITHIN MECKLENBURG COUNTY

Presented to the Mecklenburg Board of County Commissioners
Anthony Trotman, Deputy County Manager
January 28, 2021

Presentation Overview



WORKFORCE DEVELOPMENT OVERVIEW



JOB OUTLOOK



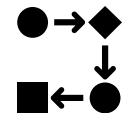
PROGRAMS & INITIATIVES



GAP ANALYSIS



STRATEGIES



NEXT STEPS



WORKFORCE DEVELOPMENT OVERVIEW



Workforce Development*

- Prepares people for employment
- Holistically assists workers to advance in their careers
- Ensures a skilled workforce



*Source: The Urban Institute <https://www.urban.org>



Workforce Development Continuum of Services

Pre-Employment Support

Assessment & Evaluation
Remedial Education (e.g. GED, ESL)
Job Readiness
(Soft Skills, Job Search, Basic Computer)
Career Exploration/Planning

Employment Support

Hard Skills Training
On-the Job Training
Other Work Experience
Job Development
Job Placement

Supportive Services

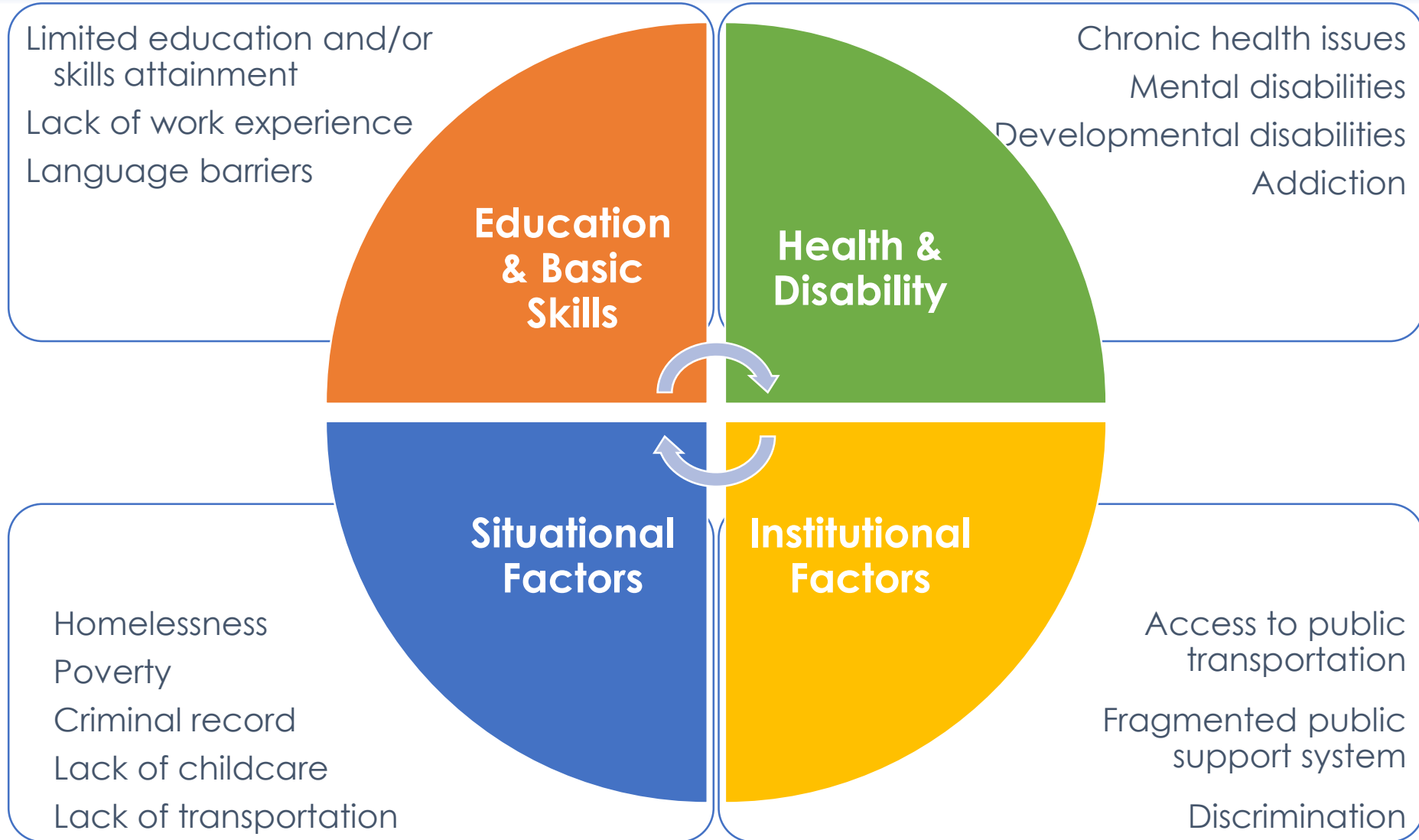
Housing, Nutrition
Medical Care
Mental Health & Substance Use Services
Financial Management Services
Work Participation Expenses
(e.g. Childcare, Transportation, Clothing/Uniforms)

Job Retention & Advancement

Job Coaching & Mentoring
Career/Wage Advancement
(Continuing Education)
Work Supports
(Budget Assistance, Income Enhancement)



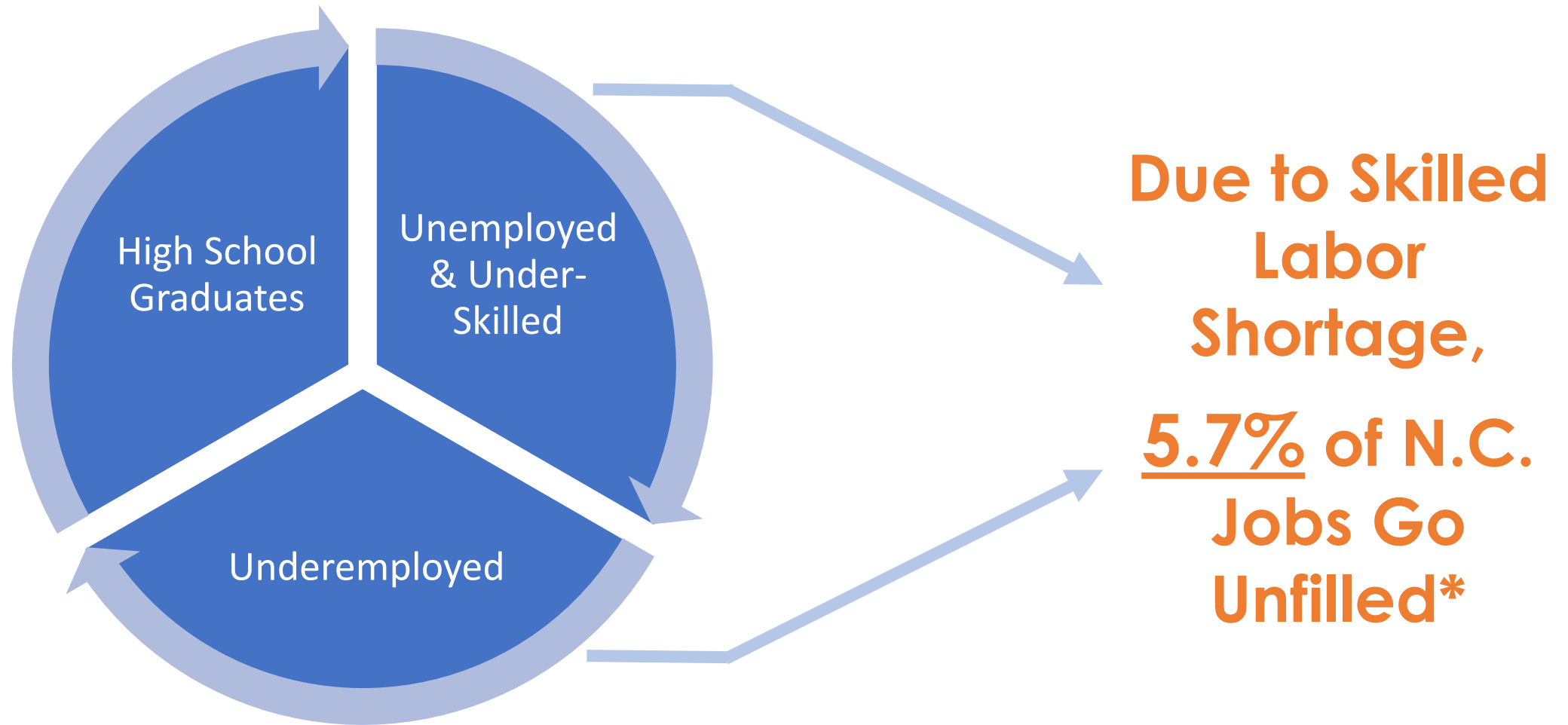
Key Barriers to Employment



Source: Workforce Providers Council (WPC) Overview Presentation



Job Seekers Experiencing Employment Barriers

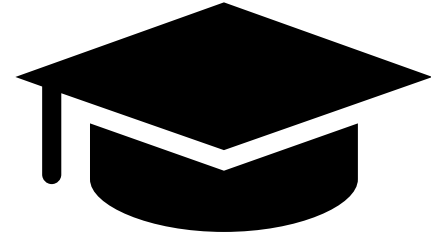


COVID-19 Impacts on High School Graduates

49% of the graduating class of 2020 changed their planned next steps*

Of those who changed their pathway:

- 36% joined the workforce
- 32% delayed college start
- 16% changed their career path
- 40% had plans to pay for college affected by the Pandemic



*Data Source: Survey by Junior Achievement and Project Management Institute (PMI) Educational Foundation, <https://jausa.ja.org>

Workforce Development Employer Incentives

There Are Two Employer Incentives That Bridge The Gap Between The Job Seeker & Employer



- Work Opportunity Tax Credit (WOTC)
- Employer receives \$2400 in tax credits for hiring qualified populations such as:
 - TANF / SNAP Recipients
 - Veterans
 - Ex-Felons
 - Summer Youth Employee Long-term



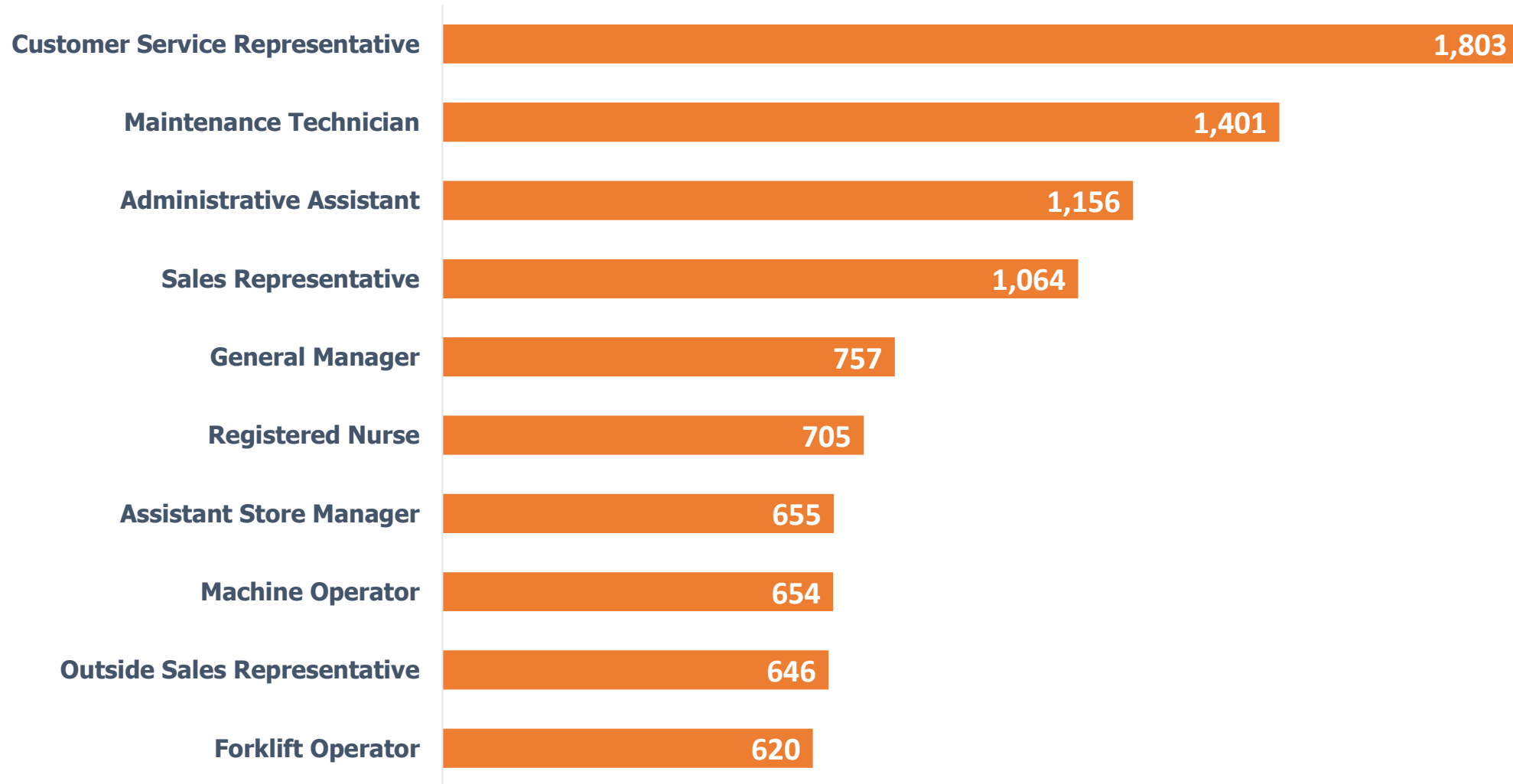
- Federal Bonding Program
- Fidelity bond issued to employers for high-risk or hard to employ populations such as:
 - Justice-involved citizens
 - Welfare recipients
 - Economically disadvantaged youth and adults who lack work histories
 - Individuals dishonorably discharged from the military





JOB OUTLOOK

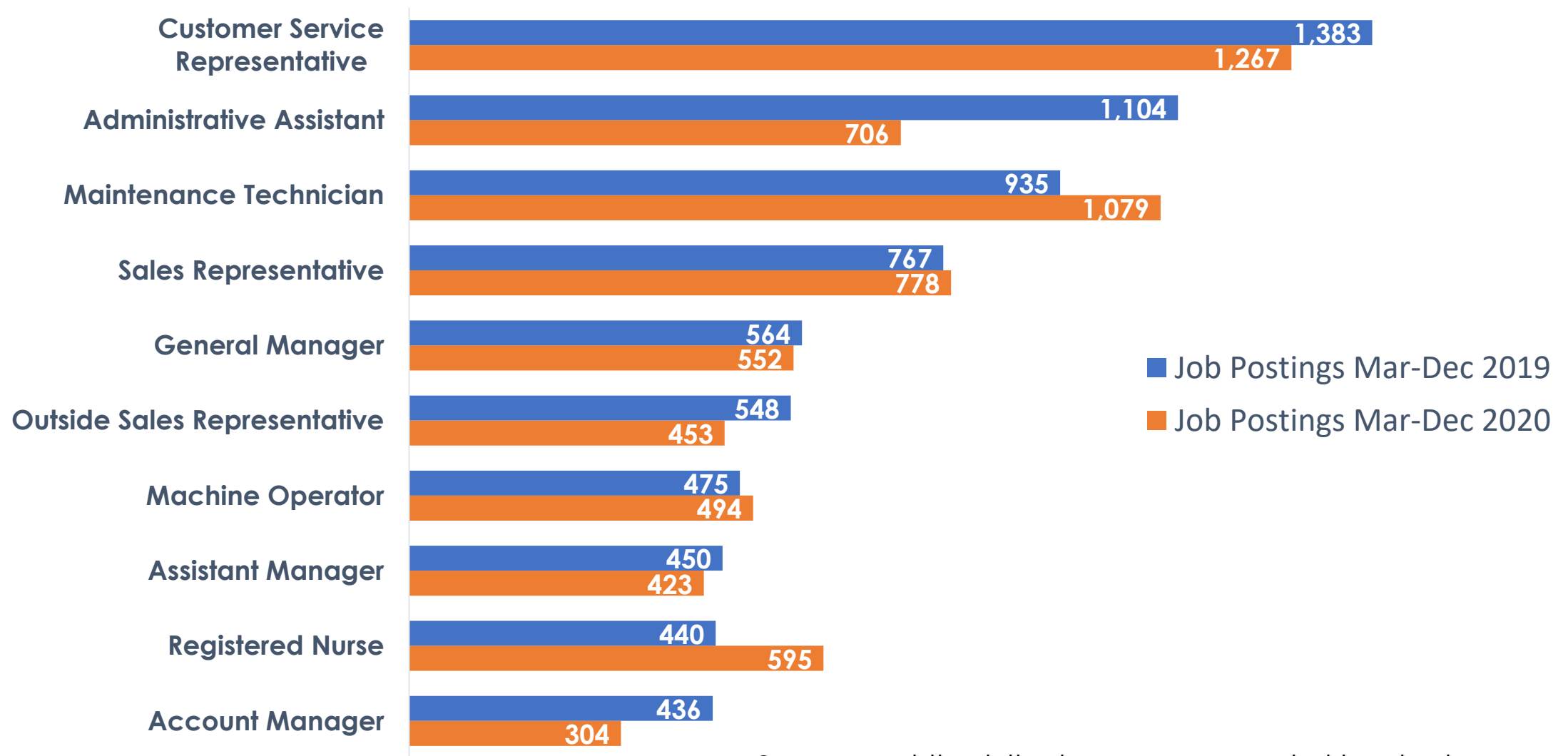
Middle Skills Top Positions



Source: Job Postings in 2020 compiled by Charlotte Works



COVID Shift in Middle Skill Job Demand



Source: Middle Skill Job Postings compiled by Charlotte Works



Top Employers and Occupations

Employer Name	# Openings
Novant Health	1,065
Atrium Health	798
Wells Fargo	496
Lowes	360
Delhaize America Food Lion	296
Circle K	274
Diverse Lynx	257
Harris Teeter	206
Bojangles' Restaurants, Inc.	184
Charlotte-Mecklenburg Schools	175
AccruePartners	167
HomeDepot	162

Occupation	# Openings
Registered Nurses	611
Retail Salespersons	371
Nursing Assistants	299
Software Developers	248
Food Preparation Workers	233
First-Line Supervisors of Retail Sales Workers	220
First-Line Supervisors of Food Preparation and Serving Workers	164
Securities, Commodities, and Financial Services Sales Agents	151
Stockers and Order Fillers	135
Customer Service Representatives	96
Management Analysts	91



Source: [JobsEQ®](https://www.jobs-eq.com/) Active online job postings as of January 11, 2021

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Dena Diorio
County Manager

Anthony Trotman
Deputy County Manager

Access To In-Demand Jobs



1. Employer Websites
2. Third-Party Job Sites
3. NC Works Online
4. Workforce Development Service Providers
5. Staffing Agencies
6. Educational/Vocational Institutions



NC Works Career Center

McAlpine Business Park

8601 McAlpine Park Drive

Suite 110

Charlotte, NC 28211

704-566-2870

Forest Point Boulevard

7140 Forest Point Blvd

Ste. A

Charlotte, NC 28217

704-565-6865

NCWorks Online: [NCWorks.gov](https://www.ncworks.gov)



Roadmaps to In-Demand Careers



Career Maps



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Source: Charlotte Works




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HEALTHCARE

CAREER MAP

	HIGH SCHOOL DIPLOMA/ EQUIVALENCY	VOCATIONAL CERTIFICATE (1-2 YEARS)	ASSOCIATE'S DEGREE (2-3 YEARS)	BACHELOR'S DEGREE (4 YEARS)	POSTGRADUATE DEGREE (1-4 YEARS)	SKILLS, CERTIFICATIONS, & EXPERIENCE	NUMBER OF JOB POSTINGS	SALARY BAND (25-75TH PERCENTILE)
THERAPEUTIC PATIENT CARE	Personal Care Aides Home Health Aides	Phlebotomists Massage Therapists Emergency Medical Technicians and Paramedics	Physical Therapist Assistants Respiratory Therapists	Substance Abuse and Behavioral Disorder Counselors Clinical, Counseling, and School Psychologists Dietitians and Nutritionists	Health Care Social Workers Physical Therapists Physician Assistants	Communication Skills Physical Abilities Patient Care Experience Respiratory Care Practitioner (RCP)	2,531	\$27,831 - \$56,623
NURSING PATIENT CARE		Nursing Assistants Medical Assistants	Licensed Practical and Licensed Vocational Nurses	Registered Nurses	Nurse Practitioners Nurse Anesthetist	English Speaking Skills Critical Thinking Skills Life Support Experience Patient Care Experience Registered Nurse Certification	12,859	\$34,322 - \$69,321
MEDICAL ADMINISTRATION AND OPERATIONS	Receptionists Medical Secretaries Secretaries and Administrative Assistants Customer Service Representatives			Business Operations Specialists Human Resources Specialists	Medical and Health Services Managers	Scheduling Skills Customer Service Teamwork Skills Billing and Coding Experience Administrative Experience	1,340	\$26,534 - \$34,392
IMAGING AND HEALTH	Medical Equipment Preparers	Medical Records and Health Information Technicians Health Technologists and Technicians Pharmacy Technicians	Radiologic Technologists Surgical Technicians Diagnostic Medical Sonographers Cardiovascular Technicians	Medical and Clinical Lab Technician	Pharmacists	Data Entry Skills Communication Skills Patient Care Experience Basic Cardiac Life Support Certification	4,802	\$32,441 - \$50,886








Source: Charlotte Works



INFORMATION TECHNOLOGY



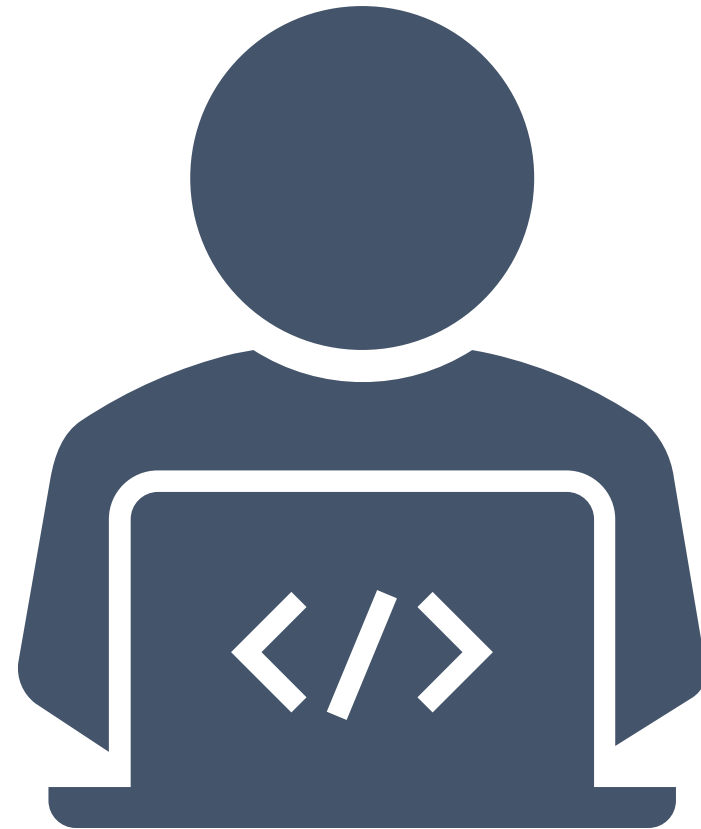
CAREER MAP

	HIGH SCHOOL DIPLOMA/ EQUIVALENCY	ASSOCIATE'S DEGREE (2-3 YEARS)	BACHELOR'S DEGREE (4 YEARS)	POSTGRADUATE DEGREE (1-4 YEARS)	SKILLS, CERTIFICATIONS, & EXPERIENCE	NUMBER OF JOB POSTINGS	SALARY BAND (25-75TH PERCENTILE)
PROGRAMMING & SOFTWARE DEVELOPMENT	Junior Developers		Software Developers Computer Systems Analysts Computer and Information Systems Managers Computer Programmers	Computer and Information Research Scientists	Communication Skills Software Development Certified Information Systems Security Professional (CISSP) IT Infrastructure Library Certification (ITIL)	22,707	\$86,274 - \$112,288
NETWORK & COMPUTER SYSTEMS		Computer Network Support Specialists	Computer Network Architects Database Administrators		Troubleshooting Skills Coding Language Experience Cisco Certified Network Professional Certification (CCNP) Cisco Certified Network Associate Certification (CCNA)	5,239	\$78,758 - \$109,530
INFORMATION AND SUPPORT SERVICES	Help Desk Technicians Information Technology Technician Customer Service Representatives		Sales Representatives Sales Managers Operations Research Analysts Quality Assurance Engineers		Customer Service Skills Problem Solving Skills Sales Experience Microsoft Office Experience	13,798	\$37,179 - \$63,292
WEB DEVELOPMENT AND DIGITAL COMMUNICATIONS	Web Administrators	Multimedia Artists and Animators	Web Developers Marketing Managers Graphic Designers Technical Writers User Interface (UX/UI) Designers		Creativity Skills Teamwork Skills Communication Skills Adobe Software Experience	4,021	\$68,133 - \$101,640
CYBERSECURITY		Cybersecurity Technician	Information Security Analysts Cyber Crime Investigator	Cybersecurity Engineer/ Architect	Problem Solving Skills Communication Skills Coding Language Experience Information Systems Security Professional Certification (CISSP)	2,502	\$83,341 - \$115,113

Source: Charlotte Works



WORKFORCE DEVELOPMENT PROGRAMS & INITIATIVES



Charlotte-Mecklenburg Schools (CMS) Career & Technical Education (CTE)



More than 20 Total Pathways ... 9 in High Demand Fields

LEARNING COMMUNITY	NORTHWEST					NORTHEAST				SOUTHEAST				CENTRAL 1			CENTRAL 2		SOUTHWEST		
	BERRY ACAD. OF TECH.	HARDING	HOPEWELL	HOUGH	WEST MECKLENBURG	MALLARD CREEK	NORTH MECKLENBURG	ROCKY RIVER	VANCE	BUTLER	EAST MECKLENBURG	INDEPENDENCE	PROVIDENCE	GARINGER	IMECK AT COCHRANE	WEST CHARLOTTE	HAWTHORNE ACADEMY	MYERS PARK	ARDREY KELL	OLYMPIC CAMPUS	SOUTH MECKLENBURG
PATHWAYS																					
Advanced Manufacturing & Engineering	●	●	●						●		●	●						●		●	
3D Prototyping					●			●													
Architecture & Engineering				●					●	●	●	●	●						●	●	●
Biomedical Exploration	●		●			●			●	●	●	●	●	●			●	●	●	●	●
Nursing Fundamentals																●	●				
Carpentry		●			●							●								●	
Electrical			●		●																
Software Development	●	●	●	●	●		●	●	●		●	●		●		●		●		●	●

Source: CMS CTE, Dec. 2019



CTE Enrollment and Outcomes

Total CTE Student Enrollment (2020-2021)	54,961
• Middle School CTE Enrollment	24,759
• High School CTE Enrollment	30,202
Students Completing a CTE Pathway (2019-2020)	2,505
Students Earning Industry Certification (2018-2019)	5,758
Total Budget: Carl Perkins Federal Grant	\$4,406,111



Data Source: CMS CTE Briefing, 1/7/2021

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County Manager

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Central Piedmont Community College (CPCC) College & Career Readiness

English as
Second
Language

High School
Equivalency

I-LEAD

Career and
Job Training



6,000
Students

\$3,000,000



Workforce Development Return on Investment

FY20 Data

County Programs/Partnerships	Budget	# Clients	% Employed	Median Hourly Wage
Dept. of Community Resources Unified Workforce Development	\$ 510,926	75	84%	\$ 13.50
Dept. of Social Services RISE 2 WORK Employment & Training	\$ 597,147	352	37%	\$ 11.96
Dept. of Social Services Work First Employment Services	\$ 1,118,459	799	38%	\$ 11.91
Latin American Coalition	\$ 50,000	653	34%	\$ 10.10
Urban League of Central Carolinas	\$ 50,000	116	29%	Unavailable

Community Organizations	Budget	# Clients	% Employed	Median Hourly Wage
Center for Community Transitions	\$ 548,104	303	62%	\$ 11.34
CEO Works	\$ 165,000	52	25%	\$ 13.30
Charlotte Area Fund	\$ 897,885	499	56%	\$ 15.00
Charlotte Works	\$ 13,464,230	19,658	67%	\$ 12.83
Community Culinary School of Charlotte	\$ 533,618	158	40%	\$ 15.00
Goodwill Industries of the Southern Piedmont	\$ 5,600,000	6,037	46%	\$ 14.50
Grace-Mar Services, Inc.	\$ 303,000	664	33%	\$ 14.12



Workforce Providers Council

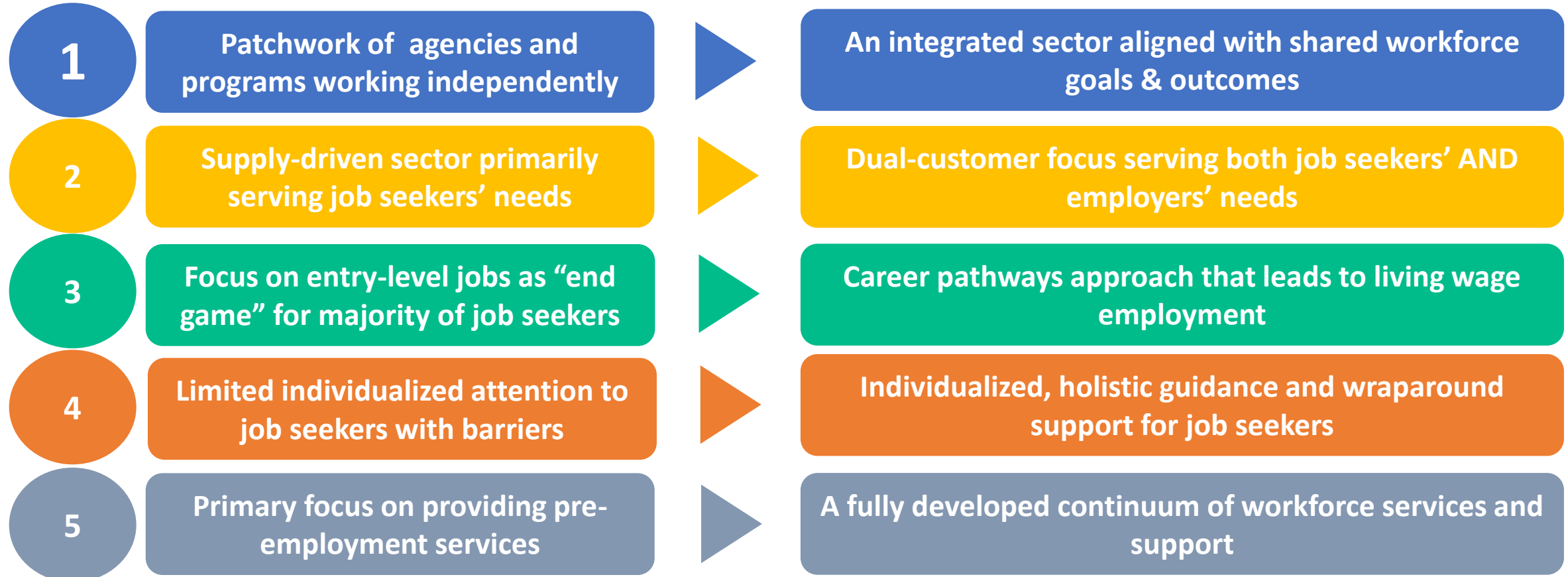




Paradigm Shift for Collective Impact

SHIFT
FROM

SHIFT
TO



Source: Workforce Providers Council (WPC) Overview Presentation

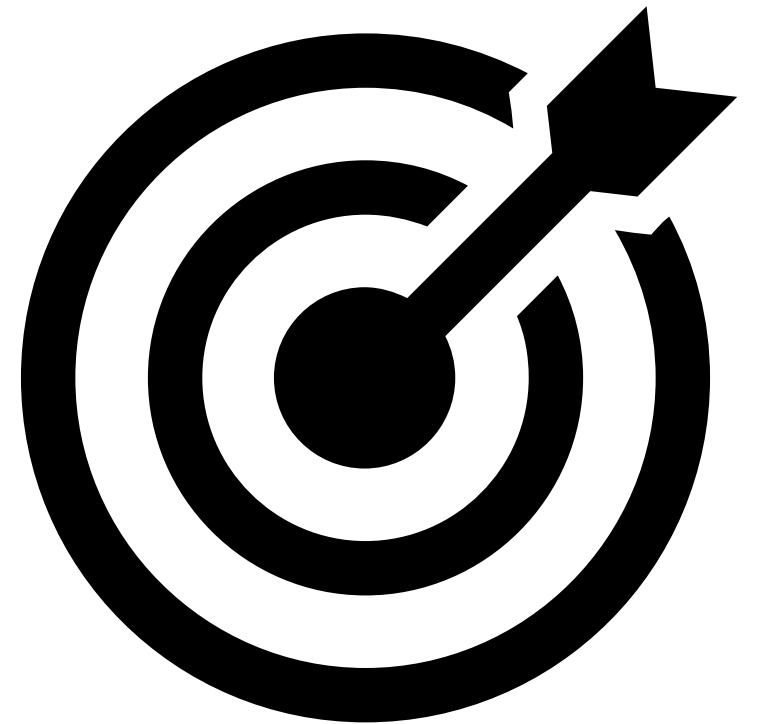




GAP ANALYSIS

ONE- GENERATION APPROACHES	BENEFITS CLIFF	SUPPORTIVE SKILL DEVELOPMENT	SERVICE VISIBILITY
<p>Focusing on the needs of only the parent or child yields fragmented services and limited effectiveness</p>	<p>Sudden decrease in public benefits that can occur with a small increase in earnings</p>	<p>The ability to earn educational credentials or new skills is difficult when relying on the current income source</p>	<p>Duplication of efforts and disconnect with supportive services</p>

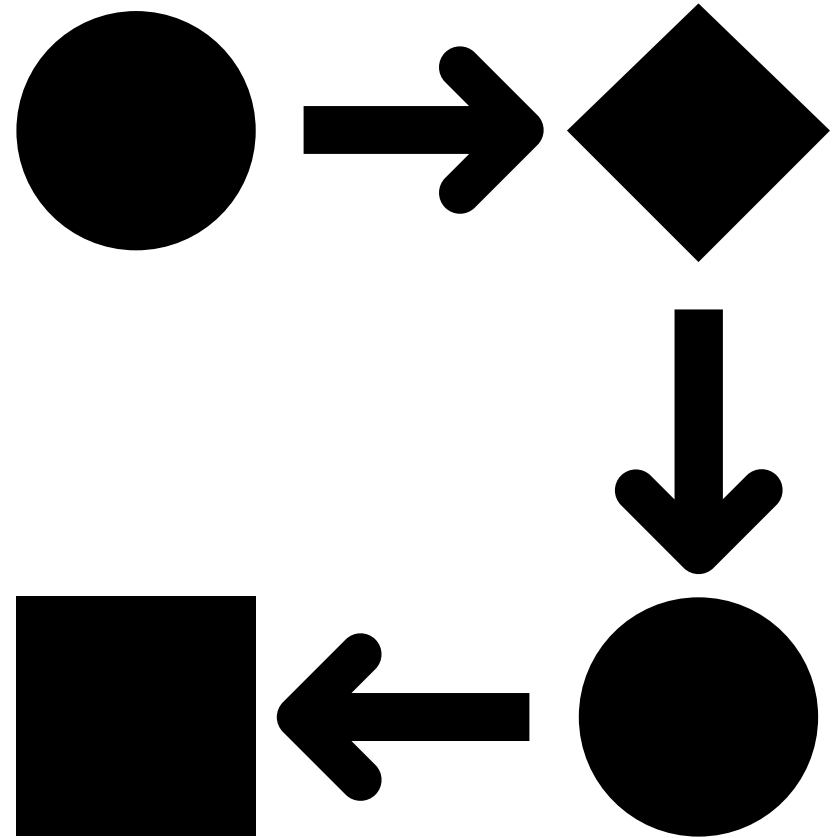
STRATEGIES



ONE-GENERATION APPROACHES	BENEFITS CLIFF	SUPPORTIVE SKILL DEVELOPMENT	SERVICE VISIBILITY
Focus on a two-generation approach to service delivery*	Provide a continuum of services to residents facing the benefits cliff	Address employment requirement gaps concurrent with income stability	Increase visibility through Ecosystem Mapping, improved communication processes, and data sharing

***Source:** National Conference of State Legislatures (2018) *Two-Generation Strategies Toolkit*, <https://www.ncsl.org/research/human-services/two-generation-strategies-toolkit.aspx>

NEXT STEPS



Next Steps

Assess student needs, existing programs and supports in collaboration with CPCC, CMS, and Charlotte Works; Develop a collaborative strategy for next steps

Develop additional strategies to address impacts of the Benefits Cliff

Host Workforce Summit for workforce providers and employers

Develop a communication strategy to inform the public about career paths and job opportunities

Develop a communication strategy to market the Work Opportunity Tax Credit and Federal Bonding Program to employers







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